



## Exercise 2.10

### Cues-to-Care



Cues-to-care improve the image of forest management by providing visible evidence of stewardship. This exercise enables participants to discuss the cues that could be most useful in their regions. As with any management action, there are costs associated with implementing cues-to-care.

**Objectives:** Participants will be able to do the following:

1. Identify cues-to-care that increase social acceptability of interface forest management.
2. Describe the costs associated with implementing cues-to-care.

**Materials:**

*Fact Sheet 2.8: Practicing Visible Stewardship*  
*Presentation 2.3*  
*Worksheet 1: Cues-to-Care Critique*  
Pen or pencil for each participant.

**Time:** 30 minutes

1. Divide the participants into small groups.
2. Distribute ***Fact Sheet 2.8: Practicing Visible Stewardship*** and *Worksheet 1: Cues-to-Care Critique* to each participant. Ask participants to generate examples of as many types of cues-to-care as possible. Assign each group one or two rows of the worksheet table to complete and ask them to report their responses to those types of cues. (If you have many groups, each may only work on one row.)
3. Reassemble and ask each group to describe its answers.
4. Facilitate a discussion with these questions, which are also found in ***Presentation 2.3***:
  - What other cues-to-care have not been discussed?
  - Which cues-to-care are too costly to be feasible?
  - Which cues-to-care are just good management and should be done everywhere?
  - What are simple low-cost actions that might work well in interface forests to promote socially acceptable forestry?
  - Ask participants to describe a personal example when cues-to-care, if properly implemented, might have avoided public controversy over a silvicultural operation.

## Summary

Forest management practices are often assumed to be guilty of environmental degradation and must be proven innocent. Therefore management operations in the interface must carefully communicate, through direct and indirect cues, that environmental quality is being sustained or improved.



## Worksheet 1: Cues-to-Care Critique

Complete the table with examples and critiques of different cues-to-care.

Type of cues-to-care	Example of something with positive image	Example of something with negative image	Expense, tradition, or other barriers preventing use of positive images of this type?
Communication with landowner			
Communication with neighbors			
View from the road			
Staff and equipment operations or repair			
On-site practices			
Project logistics			
Other cues-to-care			